



Representations on a Current Application for a Grant/Variation/Review of a Premises Licence or Club Premises Certificate under The Licensing Act 2003

Before completing this form please read the Guidance Notes at the end of the form

If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary. You may wish to keep a copy of the completed form for your records.

I/We (Insert name) Alice Wiseman

Wish to make representation about the application for variation/grant for a premises licence/club premises certificate (delete as applicable)

PART 1 – PREMISES OR CLUB PREMISES DETAILS

Postal Address of Premises or Club Premises, or if none, ordnance survey map reference or description	
262 High Street	
Post Town Gateshead	Post Code NE8 1AQ

Name of premises licence holder or club holding club premises certificate (if known)
Amber Taverns Ltd

Number of premises licence or club premise certificate (if known)

PART 2 – DETAILS OF PERSON MAKING REPRESENTATION

- | | Please Tick ✓ |
|--|-------------------------------------|
| 1) A responsible authority (please complete (C) below) | <input checked="" type="checkbox"/> |
| 2) A member of the club to which this representation relates (please complete (A) below) | <input type="checkbox"/> |
| 3) Other persons (Please complete (A) or (B) below) | <input type="checkbox"/> |

(A) DETAILS OF INDIVIDUAL MAKING REPRESENTATION (fill in as applicable)

Mr Mrs Miss Ms Other Title (for example, Rev)

Surname

First Names

I am 18 years old or over

Yes (Please Tick)

Current Address			
Post Town		Post Code	

Daytime contact telephone number

E-mail address (optional)

(B) DETAILS OF OTHER PARTY MAKING REPRESENTATION (e.g Body or Business)

Name and Address

Telephone Number (If any)	
E-Mail address (optional)	

(C) DETAILS OF RESPONSIBLE AUTHORITY MAKING REPRESENTATION

Name and Address
Alice Wiseman
Director of Public Health
Gateshead Council
Regent Street
Gateshead
NE8 1HH

Telephone Number (If any)	0191 433 2777
E-Mail address (optional)	

This representation relates to the following licensing objective(s)

1. **The Prevention of Crime and Disorder**
2. **Public Safety**
3. **The Prevention of Public Nuisance**
4. **The Protection of Children From Harm**

Please
Tick ✓

Please state the ground(s) for representation (please read guidance note 1)

This representation is made in my capacity as Director of Public Health for the Borough of Gateshead.

The Director of Public Health in Gateshead is concerned that the extension of the operating hours at The Metropole are not in accordance with the promotion of the licensing objectives.

Since 2013 Directors of Public Health have been 'responsible authorities' under the Licensing Act 2003. The role of the Director of Public Health is to help promote the health and wellbeing of the local populations they serve. The Public Health approach to reducing harms arising from alcohol misuse is to encourage and promote responsible drinking and protect young people from related harm. This is an expansive remit that influences a wide range of circumstances, including local licensing arrangements. Similarly the licensing regime is concerned with the promotion of the licensing objectives, which collectively seek to protect the quality of life for those who live, and work in the vicinity of licensed premises, and those who socialise in licensed premises.

International evidence suggests that making it less easy to buy alcohol, by reducing the number of outlets selling it in a given area and the days and hours when it can be sold, is an effective way of reducing alcohol-related harm (NICE, PH24). Control policies in this area (regulating availability) reflect the theory that if alcohol is less easy to obtain, alcohol consumption and harm will decrease (Public Health England, 2016).

Alcohol outlet density (AOD) is a key concern in this ward where the density of alcohol outlets is 6.5 per 1000 head of population, significantly higher than the average of 2.9 alcohol outlets per 1000 head of population for Gateshead. The evidence suggests that higher levels of AOD are associated with:

- More frequent alcohol consumption
- Increased overall alcohol consumption
- Greater average levels of drinking among students
- Alcohol-related violence
- Self-reported injuries

The time at which alcohol is available is rarely measured, however, it is recognised (PHE, 2016) that purchasing alcohol at 9.00am has different implications to purchasing for consumption at 9.00pm. It is acknowledged that longer serving hours cause greater alcohol consumption (EWPS, 2015). A review of 14 studies showed increased opening hours resulted in an increase in average weekly consumption in heavy drinking men (1.3 unit increase) and men aged 18-24 years (2.4 unit increase). Overall consumption in the population did not change suggesting that increases in opening hours may facilitate the drinking of male heavy drinkers but not for other groups such as women or moderate drinkers (PHE, 2016). The experience of the local drug and alcohol treatment service Evolve supports this; 'hardened daytime drinkers congregate in the town centre and trawl the pubs on the High Street'.

Those who are alcohol-dependent drink regularly to keep any withdrawal symptoms away, drinking early, or first thing in the morning (to avoid withdrawal symptoms). However, due to their physical dependence they may not appear to be drunk, and are served. However, they are still at serious risk of developing conditions due to heavy drinking (liver damage, cirrhosis, and cancers).

Please provide as much information as possible to support the representation

(Please read guidance note 2)

Rising consumption has been attributed to the increased affordability, availability and promotion of alcohol, along with a greater social acceptance of regular drinking and a tolerance of drunkenness. Increased availability of alcohol has come about through the progressive relaxation of the licensing regime. The contributory role that alcohol plays in a wide range of adverse social consequences is also increasingly recognised with links to crime, social disorder, fire fatalities, violence, domestic violence, child neglect and work-related problems. Poorer populations and communities experience a disproportionately greater level of alcohol-attributable harm (AFS and SHAAP, 2011)

The Director of Public Health objects to the variation to this licence as it does not support the licensing objective, specifically the promotion of public safety. The extension of hours would further contribute to the level of alcohol related harm experienced in this ward.

The Bridges ward is subject to the highest rates of alcohol related harm in the borough:

- 2nd highest ratio of licensed premises to 1000 population in the borough
- Highest rate of alcohol related ambulance call outs, 16.3 per 1,000 population (6.4 per 1000 for Gateshead)
- Highest rate of alcohol related crime, alcohol related violent crime, alcohol related sexual offences
- Lowest male life expectancy 71.5 years (78 years for Gateshead)

The harm experienced across Gateshead is highlighted in the following statistics:

- Gateshead currently has the 3rd highest rate of alcohol related admissions (persons, narrow) to hospital in England
- Since 2008/09 the rate of admissions to hospital for alcohol related conditions has increased by 23.63%
- Gateshead has the highest rate for alcohol related hospital admissions in the North East (males)
- Since 2008/09 the rate of admissions to hospital for alcohol related conditions for females has increased by 34.33%. The projected trend is for this indicator to continue to increase.

My objection to this variation is supported by the growing knowledge of the role of alcohol in a wide range of acute and chronic disorders, and a greater understanding of its negative social impacts. Licensing is and always has been a whole population intervention which should be employed to protect our population from harm.

Please
Tick ✓

Have you made any representation relating to these premises before?

If Yes, please state the date of that representation

Day		Month		Year			
1	2	0	4	2	0	1	7

If you have made representation before relating to this premises please state what they were and when you made them.

How We Collect And Use Information

The information collected, on this form and from supporting evidence, by Gateshead Council will be used to process your application. The information may be passed to other Enforcement Agencies as permitted by law.

We may check information provided by you, or information about you provided by a third party, with other information held by us. We may also get information from certain third parties, or give information to them to check the accuracy of information, to prevent or detect crime, or to protect public funds in other ways, as permitted by law. These third parties include Government Departments and local authorities.

We will not disclose information about you to anyone outside Gateshead Council nor use information about you for other purposes unless the law permits us to.

Gateshead Council is the Data Controller for the purposes of the Data Protection Act 1998. If you want to know more about what information we have about you, or the way we use your information, you can ask at Civic Centre, Regent Street, Gateshead, NE8 1HH

Part 3 – Signatures (Please read guidance note 3)

Signature of representative or representatives solicitor or other duly authorised agent. (See guidance note 4) If signing on behalf of the representative please state in what capacity.

Signature	<i>Elie Wreeman</i>	Date	12/04/17
Capacity	Director of Public Health		

Contact name (where not previously given) and address for correspondence associated with this representation. (Please read guidance note 5)	
Post Town	Post Code

Telephone Number (if any)	
E-mail Address (optional)	

Notes for Guidance

1. The ground(s) for representation **must** be based on one or more of the licensing objectives.
2. Please list any additional information or details for example dates of problems, which are included in the grounds for representation, if applicable.
3. The representation form must be signed.
4. A representative's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
5. This is the address which we shall use to correspond with you about this representation.
6. For further information about the Licensing Act 2003 please contact: The Licensing Act Section, Development & Public Protection, Civic Centre, Regent Street, Gateshead Tyne and Wear NE8 1HH
Tel: 0191 433 3918 or 0191 433 3178



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I/We (Insert name) Peter WRIGHT

Wish to make representation about the application for variation/grant for a premises licence/club premises certificate (delete as applicable)

PART 1 – PREMISES OR CLUB PREMISES DETAILS

Postal Address of Premises or Club Premises, or if none, ordnance survey map reference or description	
Metropole 262 High Street Gateshead	
Post Town Gateshead	Post Code NE8 1AQ
Name of premises licence holder or club holding club premises certificate (if known)	
Amber Taverns Ltd	
Number of premises licence or club premise certificate (if known)	

PART 2 – DETAILS OF PERSON MAKING REPRESENTATION

- | | Please
Tick ✓ |
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| 1) A responsible authority (please complete (C) below) | <input checked="" type="checkbox"/> |
| 2) A member of the club to which this representation relates (please complete (A) below) | <input type="checkbox"/> |
| 3) Other persons (Please complete (A) or (B) below) | <input type="checkbox"/> |

(C) DETAILS OF RESPONSIBLE AUTHORITY MAKING REPRESENTATION

Name and Address LICENSING AUTHORITY Representation made by Peter Wright Environmental Health, Community Safety and Trading Standards Manager Gateshead Council Civic Centre Regent Street Gateshead NE8 1HH

Telephone Number (If any)	0191 4333000
E-Mail address (optional)	Licensing@gateshead.gov.uk

This representation relates to the following licensing objective(s)

- | | Please
Tick ✓ |
|--|-------------------------------------|
| 1. The Prevention of Crime and Disorder | <input type="checkbox"/> |
| 2. Public Safety | <input checked="" type="checkbox"/> |
| 3. The Prevention of Public Nuisance | <input type="checkbox"/> |
| 4. The Protection of Children From Harm | <input type="checkbox"/> |

Please state the ground(s) for representation (please read guidance note 1)

The application is solely to sell alcohol from 9.00am. There is nothing in the application that states how the change will promote the licensing objectives, particularly Public Safety.

Supplying alcohol to customers between 9 and 10 am does not, of itself, promote public safety.

As has been stated in greater detail in the representation from the Director of Public Health, making alcohol even more available has a number of consequences that undermine the Public Safety licensing objective.

The failure of the applicant to make clear how this application, if granted, would promote the licensing objectives is, I believe, sufficient for its refusal.

Please provide as much information as possible to support the representation

(Please read guidance note 2)

Please see the information provided within the Director of Public Health's representation, which I support.

Please
Tick ✓

Have you made any representation relating to these premises before?

If Yes, please state the date of that representation

Day		Month		Year			

If you have made representation before relating to this premises please state what they were and when you made them.

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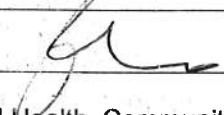
We may check information provided by you, or information about you provided by a third party, with other information held by us. We may also get information from certain third parties, or give information to them to check the accuracy of information, to prevent or detect crime, or to protect public funds in other ways, as permitted by law. These third parties include Government Departments and local authorities.

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Signature of representative or representatives solicitor or other duly authorised agent. (See guidance note 4) If signing on behalf of the representative please state in what capacity.

Signature		Date	12/4/17
Capacity	Environmental Health, Community Safety and Trading Standards Manager		

Contact name (where not previously given) and address for correspondence associated with this representation. (Please read guidance note 5)	
Provided in C above	
Post Town	Post Code

Telephone Number (if any)	
E-mail Address (optional)	

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Tel: 0191 433 3918 or 0191 433 3178

Representations received from interested parties

From: Councillor Keith Wood

Received on: Tuesday 11 April 2017

I wish to object to the Metropole's proposed extension of opening hours from 10.00 to 09.00 hours.

If the variation of additional hours is granted allowing the Metropole to open at 09.00 hrs, this will only increase opportunities for those with alcohol related problems to purchase alcohol, which will only exacerbate the problems these individuals face and the health related and criminal related issues that arise in this part of Gateshead.

There is clearly no relative benefit to the people of Gateshead or the economic viability of Gateshead town centre to support this application.

From: Councillor Angela Douglas

Received on: Wednesday 12 April 2017

I wish to make a representation in response to the application to vary the licence for the Metropole, on the grounds of Public Safety

I object to the variation of the licensing hours in this establishment. This public house does not serve food so I can see no reason why it would need to be open at 9.00 am other than for the reason to serve alcohol. This is an establishment which is located in the centre of Gateshead in a busy street which is visited by families and local people.

Given the well known and well publicised problems associated with the over-use of alcohol, for the health, wellbeing and safety of all Gateshead residents, including our young people, I would ask that careful consideration is given to refusing this application.